

Constructive Movement To Stabilize The Nursery Business

AMERICAN NURSERYMAN

AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

Vol. LV No. 2

JANUARY 15, 1932

Per Copy 15c



1932

Well,--
that's that!

1932

January

15

SLOGAN:
**It's Not a GO
Until It's Started!**

DIP INTO THE TREASURE CHEST

TREES PLANTS SEEDS

FRUITS and SMALL FRUITS
DECIDUOUS
EVERGREEN

Shrubs

DECORATIVE
BEDDING
HARDY PERENNIAL

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VEGETABLE
FLOWER
FIELD

Bulbs

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Acres

Since
1854

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ROCHESTER, N. Y.

American Fruits Publishing Co.

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CRINKLED

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LESS THAN
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DOES A
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MAKES
CLEAN - NEAT
BUNDLES

KEEPS THE
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Specialty Dept. -- Cleveland, Ohio

1847



1932

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NURSERY**

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EXCLUSIVELY

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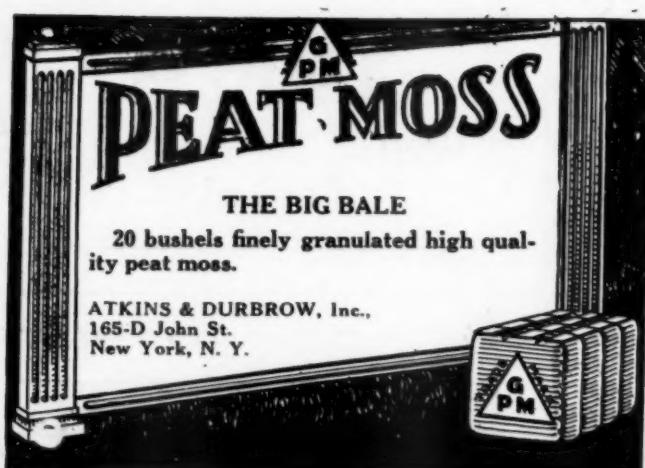
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P. O. BOX 124 ROCHESTER, N. Y.

THIS DEPARTMENT REPRESENTS American Nurseryman Directory of American Plant Propagators

**Listing Nursery Concerns Which Specialize in Production of Young Stock
Including That Which Has Heretofore Been Imported**

The American Plant Propagators' Association, Organized in 1910, Will Hold Its Fourteenth Annual Meeting in West Baden Springs, Ind.—H. L. Haupt, Secretary, Hatboro, Pa.

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AMERICAN NURSERYMAN, Chief Exponent, twice a month \$2.00 per year; Two years, \$3.00; Three years \$4.00. Canada, \$3.50; abroad, \$2.50.

DIRECTORY OF NURSERY TRADE ASSOCIATIONS OF AMERICA

American Association of Nurserymen— Charles Sizemore, Secy., Louisiana, Mo. 1932 Convention—West Baden Springs, Ind.

Alabama Nurserymen's Association—H. A. Pauly, Secy., Birmingham.

Arkansas Nurserymen's Ass'n.— W. M. Moberly, Secy., Sulphur Springs. 1932: Fayetteville.

California Assn. of Nurserymen— Henry W. Kruckeberg, Secy., 340 S. San Pedro St., Los Angeles, Cal.

Connecticut Nurserymen's Association—A. E. St. John, Secy., Manchester.

Eastern Canada Nurserymen's Association— Chas. K. Baillie, Secy., Box 158, Welland, Ontario.

Eastern Nurserymen's Association—E. H. Costich, Secy., Westbury, N. Y.

Fruit and Flower Club of Western New York— W. R. Welch, Secy., Geneva, N. Y.

Illinois Nurserymen's Association— Miles W. Bryant, Secy., Princeton.

Iowa Nurserymen's Association— C. C. Smith, Secy., Charles City.

Long Island Nurserymen's Association— H. Fiel, Secy., Lynbrook, L. I.

Ass'n of Kansas Nurserymen— Charles Scott, Secy., Topeka.

Kentucky Nurserymen's Association— Alvin Kidwell, Secy., St. Matthews.

Massachusetts Nurserymen's Association— Winthrop H. Thurlow, Secy., West Newbury.

Michigan Association of Nurserymen— N. I. W. Kriek, Secy., Lansing.

Minnesota Nurserymen's Association— W. T. Cowperthwaite, Secy., 20 W. Fifth St., St. Paul.

Mississippi Nurserymen's Association— M. B. Allen, Secy., Lilydale Nurs., Long Beach.

Missouri Nurserymen's Association— William A. Weber, Secy., Afton. Jan. 26-28, Hotel President, Kansas City.

Nebraska Nurserymen's Association— Ernst Herminghaus, Secy., Lincoln.

New England Nurserymen's Association— W. N. Craig, Secy., Weymouth, Mass.

New Jersey Association of Nurserymen— Fred D. Osman, secy., New Brunswick.

New York Nurserymen's Association— Charles J. Maloy, Secy., Rochester.

Northern Retail Nurserymen's Association— H. G. Loftus, Secy., Long Lake, Minn.

Ohio Nurserymen's Association— G. Walter Burwell, secy., 4060 E. Main St., Jan. 28-29, 1932, Columbus.

Oklahoma Nurserymen's Association— Mrs. W. E. Rey, 2545 W. 13th St., Okla. City. Jan. 13, Oklahoma City.

Oregon Nurserymen's Ass'n.— Eldon Dering, Secy., Peterson & Dering, Portland.

Pacific Coast Association of Nurserymen— C. A. Tonneson, Secy., Burton, Wash.

Pennsylvania Association of Nurserymen— H. L. Haupt, Hatboro, Pa.

Rhode Island Nurserymen's Association— Chas. Kempenaar, secy., Portsmouth.

Rio Grande Valley Nurserymen's Assn.— H. L. Bonnycastle, secy., Mercedes, Tex.

Rocky Mountain Nurserymen's Assn.— Chas. C. Wilmore, Secy., Box 382, Denver.

South Dakota Nurserymen's Association— J. B. Taylor, secy., Ipswich.

Southern Alabama Nurserymen's Ass'n.— W. H. Pollock, secy., Irvington.

Southern California Nurserymen's Ass'n.— L. B. Merrick, Secy., Merrick Nursery, Whittier, Cal. Hold monthly meetings.

Southern Nurserymen's Association— W. C. Daniels, Secy., Charlotte, N. C. 1932: Chattanooga, Tenn.

South Texas Nurserymen's Ass'n.— R. H. Bushway, Secy., 304 McGowen Ave., Houston.

Southwestern Nurserymen's Association— Mrs. Thomas B. Foster, Secy., Denton, Tex.

Tennessee Nurserymen's Association— Prof. G. M. Bentley, secy., Knoxville.

Twin City Nurserymen's Association— J. Juel, secy., Hoyt Nurs., St. Paul, Minn.

Virginia Nurserymen's Association— W. N. Roper, Secy., Petersburg. Jan. 20, Richmond.

Western Association of Nurserymen— George W. Holsinger, Secy., Rosedale, Kan. Jan. 26-28, Hotel President, Kansas City, Mo.

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Hickory, N. C.

AMERICAN NURSERYMAN --- January 15, 1932

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce engravings relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. Engravings will be made from photographs at cost.

Advertising—Last forms close (semi-monthly) on the 10th and 25th of each month. If proofs are wanted, copy should be on hand one week earlier.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the cariot operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

SUBSCRIPTIONS—"AMERICAN NURSERYMAN," published semi-monthly, on 1st and 15th, will be sent to any address in the United States for \$2.00 a year; Foreign \$2.50 a year; Canada \$3.50 a year. Single copies of current volume, 15c; of previous volumes, 25c.

RALPH T. OLcott
Editor, Manager.

WHAT THIS MAGAZINE STANDS FOR—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Cooperation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

INDEPENDENT AND FEARLESS—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammeled in its absolutely independent position and rates the welfare of the Nursery Trade above every other consideration.

"This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent. It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

30 State Street,
Rochester, N. Y.

AMERICAN FRUITS PUBLISHING COMPANY, INC.

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Tree-digging JOINS ITS LIST OF JOBS!



HERE'S the "Caterpillar" High-clearance Tractor digging 8-foot peach trees at a Missouri nursery. Capably handling this implement especially designed for it at desired depth—leaving the stock heeled-in for lifting. Successive jobs for this outfit were digging rose, arbor-vitae, peach, apple, pear and cherry stock—as well as 22-foot poplars with 1 $\frac{3}{4}$ -inch stems!

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Caterpillar Tractor Co., Peoria, Illinois, U. S. A.

Track-type Tractors

Combines

Road Machinery

(There's a "Caterpillar" Dealer Near You)

Please send me information regarding the use of "Caterpillar" Tractors in nurseries.

Name _____

Address _____

Type of Nursery _____

NOTE: Please indicate your specialty such as bulb, ornamental, fruit, etc., for specific information

CATERPILLAR
REG. U. S. PAT. OFF.
T R A C T O R

AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

**The Chief Exponent of the American Nursery Trade
National Journal of Commercial Horticulture**

Entered September 6, 1916, at Rochester, N. Y., Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES—BYRON

Vol. LV

ROCHESTER, N. Y., JANUARY 15, 1932

No. 2

Wholesalers Indorse the Retailers' Proposition

Which Is For Constructive Movement to Help Stabilize the Nursery Business—Current Action Directly in Interest of Both Industry Branches

By A. C. Hanson, Vice-President Hawks Nursery Co., at Illinois Association Convention

To clear the atmosphere and disperse any lingering notion that any one may have that this move to organize the retailers in a national way is an attempt to undermine or discredit the A. A. N., let me say that no such thought now exists in my mind or in the mind of any one associated with me in this movement.

The idea of creating a National Retailers division is not original with me; it has been thought of and thought about by many and much work has been done in other years in the promotion of the same idea. Everyone recognizes the exceeding difficulty of putting over a thing like this in prosperous times and to my mind that is the only reason why those who pioneered in this movement did not get the support their efforts so richly deserved.

No Miracle to Happen

This world was not built in a day or a night and none of us are so dumb that we think a miracle is going to happen and that we are going to wash up all of our troubles by the mere creation of a National Retailers Association. It is going to take time, education and cooperation to accomplish the things we hope to accomplish. We are fully cognizant of ancient grudges, ancient prejudices which exist between different outfits. We have a full realization of what the times are and what they mean with especial reference to huge surpluses and all that sort of thing. A beginning must be made sometime and now, in the judgment of many, seems to be the accepted time to make such a beginning. Your humble servant and others are merely picking up the threads of the work done in other years and are trying to crystalize sentiment in favor of this thing firmly believing (in which we have very strong support) that complete demoralization can be checked, that much good will can be built and that many existing evils can be corrected, if not wholly eliminated, by some constructive program.

A. A. N. Not Sufficient

The A. A. N., its by-laws and constitution created many years ago, and no doubt amended from time to time, does not in the opinion of many cover the present day many ramifications of the Nursery business.

I wish to say again with especial emphasis, and using exactly the same words which I used at Minneapolis, Wednesday, that the officers of the A. A. N., past and present, have done a lot of good work on international and national problems, but even with so much time unselfishly given and it has

meant a lot of work, it is not in the cards for an association of this kind, meeting once a year, to give proper recognition to the many problems of the retailer which may seem insignificant to the big man doing a big business; but which are very pertinent to the small man doing a small business.

Just as it takes two people to start an argument, it requires these same two people to make up again by getting together or through the intervention of a third party.

Wholesalers Will Indorse

We must have the indorsement of the big wholesaler, and this indorsement we are going to get, not because of coercion; not because they are afraid of us, but because

RETAILERS WILL ORGANIZE

The special committee on the proposition to form a National Retail Nurserymen's Association appointed at the Detroit convention of the American Association of Nurserymen last July, Chet G. Marshall, Arlington, Neb., chairman, and C. L. Boone, Rochester, N. Y., secretary, following the stirring address at the Detroit convention by Vice-President A. S. Hanson, Wauwatosa, Wis., held several sessions at the time of the annual convention of the Illinois association in Chicago this month. Highly encouraging reports were received both from individuals indorsing the subject and trade associations which adopted resolutions urging favorable action on the proposition.

Sentiment among retail Nurserymen all over the country appears to be strongly for the project, many expressing their belief in the urgent need therefor.

The Minnesota Nurserymen's Association, the Northern Retail Nurserymen's Association and the Rocky Mountain Nurserymen's Association have adopted formal resolutions in favor of the project.

The last named association, through its secretary, Charles C. Wilmore, telegraphed Chairman Marshall while the committee was in Chicago as follows:

The Rocky Mountain Nurserymen's Association composed almost exclusively of retailers, in convention in Denver, Colo., indorsed by resolution the proposition to form a National Retail Nurserymen's Association. Send full particulars. We would recommend consideration of a plan to form regional groups for the purpose of better and closer cooperation.

The committee on organization reported marked progress as result of the Chicago conferences and announced that a definite plan for organization will be drafted and presented for action at the annual convention of the A. A. N. in West Baden Springs, Ind., in July.

the same good common sense that made them the success they are going to enter this picture for these men have more at stake as individuals than a lot of smaller outfits collectively.

On December 31, 1931, a few days before I went to Minneapolis, I wrote personal letters to six of the largest wholesale growers in America; two in New York and four in the middle west. Within four days I had an answer from each one of these firms and each firm took a very strong position and without reservation stated they were for any constructive move that would help stabilize the business.

[Mr. Hanson here outlined the general plan for organization which he had sketched in former addresses.]

Now, men, we are just kidding ourselves if we think something unexpected is going to happen to straighten out this problem. That is just bunk. The wholesale grower is riding along content with things as they are just so long as we pay our bills by the first of June. We must not blame the wholesaler for not trying to straighten us out. We ourselves should have made this effort long ago. While the wholesalers as a group are much smaller in number, yet some one in that group years ago had real foresight; they saw the handwriting on the wall and organized.

Those Who Help Themselves

That they have a real airtight organization, we all know full well and their group have really controlled and managed the affairs of the A. A. N. for many years. It seems to me that the time is here now that we should once more hang up on the walls of our homes some old cross-stitch mottoes, for instance, "God Helps Them Who Help Themselves." If we do not make this effort ourselves, who will?

After all, our situation is in no way different than many other business lines have found themselves to be in at various times down the years. It is not a problem for hot heads to handle. It has got to be a get-together proposition and is going to require considerable diplomacy and a give and take policy on both sides.

I wish to stress that I am very sure there are brains equal to the occasion to be found among the retailers. I am equally sure that the wholesalers, as a group, have enough at stake themselves to feel that it is going to be desirable on their part to lend their good counsel in the formation of and building up of an institution which, if wisely managed and directed, cannot help but accomplish great things for every one within the next few years.

Japanese Beetle Rule—Regulation 10
has been amended to read: "(e) Permits may be issued for the interstate movement of restricted articles by truck or other road vehicle from a regulated area through a non-regulated area to another regulated area."

Seeming Saving In Buying May Become a Loss

Fair Prices Quoted Early and Maintained Through the Season Will Result in Larger Orders Early, Fairer Competition and Confidence in the Trade

By Charles O. Warner, Geneva, N. Y., Before New York Nurserymen's Association

WHILE this is intended to be a report of the retail committee of the New York State Nurserymen's Association, would say that the dividing line between the so-called retailers, and the so-called growers or wholesalers has been practically eliminated; as we find that the wholesaler either intentionally or in some cases unintentionally, is encroaching upon the field formerly occupied by the retail distributor. The dividing line also between the firms selling through salesmen, and the firms selling through catalogues has also been practically eliminated; as we find many firms today formerly selling exclusively through catalogues now have salesmen selling direct to the consumer. We also find firms, formerly selling exclusively through salesmen, which are now using catalogues. We also find the retailer who has a surplus at the end of the season is invading the field formerly occupied by the wholesaler and often quoting prices far below cost.

While we have our many problems connected with the Nursery business today which are difficult to solve, and many of them have been with us for years, there is one outstanding problem right now which seemingly is causing more concern than others, and that is the question of lack of stability in price; as we find that each year we seemingly have more "cut throat" competition than the year previous. There seems to be very little uniformity in price either between wholesalers or between retailers, and unless the situation is corrected it is bound to have a detrimental effect upon the entire industry.

Bargain Counter Sales—A few years ago the so-called retail distributing organizations throughout the country felt perfectly safe in placing their contracts for their year's requirement a considerable time in advance. In some cases contracts were made for two or three years' supply, and where that plan was followed the grower knew about how much stock he would have in surplus and he made his plans accordingly. Gradually, however, there has crept into the industry the tendency to have bargain counter sales late in the year with the result that many distributors, who formerly placed their contracts early, now wait for the bargain counter sales.

Not Fair Competition—One of the results of this, is, that we have much competition every spring that may hardly be called fair competition, especially in those cases where stock is shipped out on consignment basis, and also in many cases shipped out and sold at auction for any price that it will bring. There is no question that this practice has a serious effect upon those firms which have salesmen selling the year around and have based their prices upon the prices quoted them early in the year. These find it difficult to reduce their prices at the end of the season when these bargain counter sales are started, inasmuch as all sales are delivered at practically the same time.

Grower Not Entirely at Fault—The grower, however, is not entirely at fault because of these cut prices, as we find that a

large number of firms which are supposed to be retailers shop around every year for the lowest price they can get, and in a good many cases you find that where the legitimate grower, who has a large investment in his plant and organization has quoted them fair prices upon the goods they need, the retailer finds that by shopping around he can buy similar goods from some farmer, who has a small block of Nursery stock at a lower price. The small farmer gets the order, and the result is this man, who is not a Nurseryman, finds that he has sold his stock and secured some cash for it, and next year is inclined, regardless of whether he made a profit, to increase his growing. Every year we find more of these small growers increasing their growing, and they all seem to be able to find buyers for their goods if the price is made low enough; and in fact some buyers spend considerable time looking for them.

An Asset to the Trade—Most distributors, regardless of the sales method employed, depend upon the legitimate grower to furnish most of their requirements, and in order to do this and provide the kind of stock that will measure up to expectations he has a large investment in his plant and equipment, and he is also supporting state organizations like this and also national organizations which have for their objects the real betterment of the business.

The Risk Taken—The small grower, who grows a limited amount of Nursery stock as a side issue only, is seldom called upon to support any program that benefits the Nursery industry as a whole. He may be growing Nursery stock this year and next year it may be some other crop. If you are buying fruit trees from a farmer growing Nursery stock as a side line and through some error somewhere you find that it has not given your customers the results they have expected, you often find you have no redress; whereas, if you had bought from someone whose main business was growing Nursery stock there would be less chance of error in the first place, and if there were errors you would find him ready and willing to stand by you.

Seeming Saving May Be Loss—A seeming saving in buying can easily develop into a serious loss in selling.

Cooperation in the fullest sense should make us willing to pay a price for our products that shows the legitimate grower a profit and he in turn will pay us a price that will show us a profit.

We can make membership in our organizations a valuable asset only as we each play fair with one another, and that applies both in our buying as well as in our selling.

Effect Upon Buying—Unless this situation is corrected we will find a tendency for the buyer to withhold the placing of contracts until nearer the end of the season, with the result that the grower will find that he then has a real surplus of stock on hand, and in order to move it he is apt to quote prices far below the cost of production. If, however, the price quoted early

in the year was a fair price and the buyer believed this price would be maintained all through the year, he would feel justified in placing contracts early and the grower would have more accurate information as to the real amount of surplus stock unsold.

Should Affect Contract Price—There is also a possibility that, if we are to have this wide variation in price every spring, eventually some buyers will insist upon some protection to the extent at least that if one finds stock which he has contracted for early is being offered later in the year at lower price and by the same firm he has contracted with, he should be protected to the extent of having his contract price reduced accordingly.

There is no question that through cooperative sales efforts a larger volume of goods can be sold; but it is also true that every year, due to the tendency on the part of many retailers to shop around to secure the lowest price, we are encouraging more people to grow small blocks of Nursery stock who ordinarily would not enter the business at all. Just as long as we have so many firms looking around for bargains we are inducing these other men to enter the Nursery business, and if we have this constant increase in growing we will always have a surplus, regardless of the sales effort put forth.

How This Business Differs—We realize in some mercantile lines economic conditions may justify a wide variation in price during the year where immediate delivery can be made of the goods; but in the Nursery business deliveries are made at practically the same time and it is hardly fair to the distributor if he finds that the goods he has bought early in the season at say \$25 per hundred have been sold to his competitor late in the year at say \$10 per hundred, realizing that both lots of goods are being placed on sale at the same time, and with a corresponding difference in the resale price.

Many cut prices, however, are not due to any real surplus, but simply a desire to cut in on the "other fellow" and get an order, regardless of whether it shows a profit. It no doubt is true that if we try to maintain a fair price we may not land every order that we quote upon, but most of the orders booked would show a profit.

For Larger Orders Early—Once it becomes generally known that prices quoted early in the season represent a fair price and that prices will not be lower, larger orders will be placed early, sales competition will be fairer, those selling through catalogues will know about what stock will cost them, they can establish prices and order their catalogues early. But unless the present system is changed no one will feel safe in placing contracts very far ahead.

Shopping Around—Shopping around for lower prices is not, however, confined entirely to the so-called retailer, as we find every year that many of our so-called wholesalers who need additional stock are also shopping around trying to locate these part-time Nurserymen; and if a lower price is quoted they buy that stock instead of

(Continued on Page 41)

Massachusetts Also Discusses the Trade Abuses

Clearly the Proposed National Association of Progressive Nurserymen to Correct Inactivity of Existing Organizations Is Needed—Entire Trade Is Aroused

Twenty-second annual meeting of Massachusetts Nurserymen's Association was held at Hotel Statler, Boston, Jan. 12. These officers were elected: President, Harlan P. Kelsey, Jr.; vice-pres., Victor Heurlin; secy-treas., Winthrop H. Thurlow; executive committee, W. N. Craig, George Johnson, Herbert Barrows, Leonard Hathaway. Cornelius Van Tol, Falmouth, was admitted as a member.

A committee appointed last year to investigate desirability of establishing a research department at the Waltham station of the Mass. State College reported in favor of introducing a bill in the state legislature to provide a fund. The association voted unanimously in favor of this project. R. H. Allen, State Director of Plant Pest Control, congratulated the members on the fact that Nurseries in Massachusetts are more free of plant pests than ever before. He also explained the lines of the present Japanese beetle quarantine, adding that none of the important Nurseries which ship to outside points are within the quarantine. An interesting movie of this pest was shown. Mr. Allen was given a hearty vote of thanks. Heinrich Rohrbach, of Harlan P. Kelsey, Inc., talked of interesting experiments made on rooting of ericaceous stock and the deductions he has drawn from these tests. He showed a comprehensive grasp of his subject and was closely followed in his talk.

After a hearty lunch served to the association in a private dining room, W. N. Craig showed many pictures in color of "Lilies and Other Hardy Bulbous Plants."

He is much interested especially in lilies, and if Mr. Craig is interested in any branch of plant material it means he knows his subject. He decried the impression that lilies are hard to grow and described the many rare and important varieties pictured on the screen. He spoke of the renaissance of interest in lily culture. A selection of these beautiful flowers may be planted so as to have a succession of bloom from early spring until late fall. He said there are 110 species and varieties hardy in this country. Some, like *Lilium candidum* and other European lilies, like a sweet soil; while most of the others prefer a slightly acid soil. Mr. Craig also spoke of other bulbs, such as tulips, narcissi and bulbous iris. The enthusiastic thanks given Mr. Craig by his audience showed how much his talk was appreciated. A good deal of discussion was aroused over the topic, "How to Sell Nursery Stock." Sheldon Robinson opened the subject with a review of the advertising done by Breck's. This was followed by a discussion of uses and abuses in the trade. The session ended with the expression that this was one of the best meetings which the Massachusetts Nurserymen's Association has held.

Fifty Years of Research—Beginning with extensive exhibits at the 77th annual meeting of the N. Y. Horticultural Society in Rochester Jan. 13-15, the N. Y. Experiment Station, Geneva, will observe the 50th anniversary of its foundation on various occasions in 1932. It was on March 1, 1882 that Dr. E. L. Sturtevant, first director, took possession of the farm and buildings purchased by the state just outside of Geneva and inaugurated a research program which was to achieve notable benefits for agriculture.

Ohio Nursery Course

Following is the program for the Third Short Course for Nurserymen Jan. 26-27 directed by Dept. Horticulture, Ohio State University, Columbus, O.:

Tuesday, January 26—

- 8-10 —Registration—Inspection of Research Work.
- 10-11 —"The Future of Roadside Marketing," Howard Scarff, New Carlisle, O.
- 11-12 —"Recent Progress in Plant Propagation," Harold C. Esper, Department of Horticulture, Ohio State University.
- 1:30-2:30—"Merchandising as a Phase of Marketing Nursery Products," Prof. H. H. Maynard, Dept. Business Organization, O. S. U.
- 2:30-3:30—"How to Grow Quality Stock," Prof. Alex Laurie, Department of Horticulture, Ohio State University.
- 3:30-4:30—"The Cost of Propagating Nursery Stock," Howard Burton, Castalia, O.
- 7:30-8:00—"Research Problems of Interest to Nurserymen," Prof. L. C. Chadwick, Dept. Horticulture, O. S. U.

Wednesday, January 27—

- 9-12 —"Identification and Uses of Broadleaf Evergreens," Prof. R. W. Curtis, Dept. Ornamental Horticulture, Cornell University, Ithaca, N. Y.
- 1:30-4:30—"Identification and Uses of Narrowleaf Evergreens," R. W. Curtis and L. C. Chadwick.
- 7:30-9:00—Illustrated lecture on new and uncommon plants—R. W. Curtis.



If There Is Balm In Gilead Are There Any Cedars In Lebanon?

Being Just So Tale
Number Eighteen

IT'S a curious thing, that not a stick of cedar ever grew in Egypt. Yet most of the mummy cases were made of that wood. The nearest known source is the Atlas Mountains. None other than the Cedars of Lebanon.

So far as this country is concerned, as you know, there are a fairish lot of young trees. But as for old ones, two outstand. That

sole surviving one of three at Flushing, Long Island. And that beautiful specimen in a graveyard at Wilmington, Delaware, not so far from the Dupont Hotel.

All of which, much to your surprise, reminds me of our 300 acres of evergreens and deciduous trees. If it also helps you remember us, then there is proof positive that still there's balm in Gilead.

F. & F. Nurseries
FLEMER HOLDING CORP.

SPRINGFIELD



NEW JERSEY

Illinois State Association Enjoys Lively Program

Yard and Garden Contest Story—Commercial Nurserymen Given Public Planting Contracts—New Ideas in Merchandising—Elm Wilt—Future of the Campaign

SIXEENTH annual convention of the Illinois State Nurserymen's Association was held at the Hotel Sherman, Chicago, Jan. 13-15. Attendance was not so large as usual, but numerous prominent trade concerns within and outside of the state were represented, largely by the principals; and there was a fairly representative attendance of salesmen who proceeded just as if times were normal, as evidenced by their constant activity.

Full advantage of the fine display accommodations for exhibits was taken. Indeed, the exhibits so engrossed the attention of those present that it was with difficulty that a gathering in the assembly hall for the first session was accomplished. Special attention to registration of the members and others on hand was paid by Secretary Miles W. Bryant.

Proceedings were opened with invocation by Rev. Benjamin E. Chapman, Grand Ridge, Ill., long the popular chaplain of the organization, the president remarking that the members would not feel at home without the presence of Mr. Chapman.

President R. C. Becker's address, published in another column, reviewed trade events and outlined association activities. It was referred to a committee for consideration of special recommendations therein. Treasurer Arthur L. Palmgren's report showed a balance of \$1,482 in the treasury, receipts during the fiscal year having been \$2,484.

First formal address was that on "The Story of the Yard and Garden Contest," by the managing director of the contest, George M. Sheets. Upon specially prepared standards about the assembly hall were displayed photographs of fine results of the landscaping of residence yards in profusion. It is of special interest that no other similar exhibit to this extent has been made in this country, so far as at present known. It represented expenditure of much time and care in its collection. Nurserymen present made the rounds of the display, several of them remarking upon the fact that the Nursery stock shown in the garden pictures was supplied by their concerns.

The address by Mr. Sheets quite fully covered the great activity of his department in Campaign work and presented concrete results to the marked benefit of all in the trade and especially to Campaign fund subscribers—the definite returns to the subscribers being graphically portrayed by Mr. Naeckel in his subsequent address. Mr. Sheets' address is given in another column. He was accorded a hearty round of applause at the conclusion of his presentation.

Particular attention was given to the significant address by E. G. Naeckel, secretary of the L. W. Ramsey Co., on "The Future of the Nursery Publicity Campaign." It was thought that this address would command the earnest interest of every Nurseryman at the convention. It was surprising that some of those present remained absorbed in the exhibit room or in momentary transactions during its delivery. The questions raised and answered as to the future of cooperative publicity and advertising to back up and extend the remarkable results in making America garden conscious would seem to be of prime interest to every Nur-

sery concern in the country; for without question the results have been markedly beneficial, whether the fact is realized or not.

Mr. Naeckel's address is presented in another column.

P. A. Glenn, in charge of Nursery inspection in Illinois, addressed the association briefly on the subject of phony peach disease which has been the cause of quarantining a part of one county in the state, the disease in this case being so far as

known confined to that county and to one orchard in that county. He said that the practical policy is to replace a diseased peach tree with a healthy tree, since this can be done without resulting in communication of the disease to the healthy tree.

The addresses of the second day merged with those of the luncheon, the distinctive address of which as scheduled was that on "The Development of the Cook County Forest Preserve," by Supt. Charles G. Sauers of the preserve. "Our work," said Mr. Sauers, "is not so much one of construction as of preservation of natural conditions and making the territory accessible to the public. We have found it necessary, however, to do considerable planting in order to restore conditions affected by the great numbers of the people of Chicago and contiguous county area who picnic on the property and damage by auto parking and otherwise. We have planted some 495,000 specimens, 350,000 of which were of lining out stock. Ninety-five per cent of all this stock has been purchased from Illinois Nursery concerns. We must obtain bids on all orders exceeding \$500 in value. Being public work, the specifications have to be "tight," but they are practicable. We have no choice but to hold to them. We have paid, for instance, \$20.78 per M for 12 to 18 ft. hardwood stock; 77c each for 12 ft. oaks; 90,000 transplanted shrubs and vines at 9½c each, and last fall 7c each for 27,000, excellent stock. We send our specifications to every Nursery concern in Illinois whose name we can obtain. We believe that under present conditions of labor prices we can do better by buying our stock from commercial Nurseries than by trying to grow it ourselves. We have 5000 acres to reforest. It is rough and ready planting. We have no water supply; we have to rely upon mulching and cultivating, and on rich soid mulching causes weeds to grow too fast. Sometime ago we discontinued planting our own Nursery; I do not think we will resume it."

L. R. Tehon, Illinois survey botanist, continued his discussion of last year of experiments in methods for controlling elm wilt. The wilt is not the Dutch elm disease, as many thought, said Mr. Tehon; and what Nurserymen have regarded as wilt is made up of several kinds of parasitic fungi in the diseased elms. During the last year much research work has been accomplished, but definite results in all cases have not been attained. In reply to questions Mr. Tehon said he did not regard the wilt as of much interest in highway planting. As to continuing growing elms in Nurseries, that would depend upon the extent to which the wilt spreads in the blocks.

At this point Ray P. Speer, Minneapolis, addressed the convention on "Changing Methods in Nursery Merchandising." His scholarly presentation of a subject of great immediate interest appears in another column.

The topic of prime importance in the opinion of many in the trade: "Why a Retail Nurserymen's Association Should Be Formed," was discussed in business-like, comprehensive form in the address by A. C. Hanson, vice-president of the Hawks Nursery Co., and mayor of Wauwatosa, Wis. It is given special prominence in this issue.

The last sessions of the convention, Jan. 15, were devoted to committee reports, unfinished and new business and election of officers; and to an illustrated lecture on gardening to which members of the Garden Clubs of Illinois were invited. The lecture on this occasion was by Mrs. Edith H. Banghart, F. R. H. S., Medina, Wash. Her subject was "Oriental Influence in the Alpine Garden." Mrs. Banghart is an authority on Alpine Plants. She is widely known as a lecturer on Alpines and is a practical grower as well, being proprietor of the Rockmarge Alpine Gardens at Medina.

EXHIBITS

D. Hill Nursery Co., Dundee, Ill.—An elaborate presentation of typical specimens of Dundee and Andorra junipers in parallel rows with Meyers juniper and Mugho pine; also Moonlight, Bluemoon and Silver juniper and other specimens.

Mount Arbor Nurseries, Shenandoah, Ia.—Large display of evergreen and deciduous stock.

Naperville, Ill., Nurseries—Large display of specimen evergreens and deciduous stock.

I. E. Ilgenfritz' Sons Co., Monroe, Mich.—Striking display of the E-Z-Way Nursery Plant Setter, tractor drawn and self-steering, and the Ilgenfritz Firmer. Planter plants 9000 per hour with three men.

Kelsey Nurseries, St. Joseph, Mo.—Large specimen evergreens and deciduous trees.

Hardie Mfg. Co., Hudson, Mich.—Spraying machinery.

William Byrd Press, Richmond, Va.—Colored plates for lists and catalogues.

Washington Nurseries, Toppenish, Wash.—Seedlings.

Wisconsin Box Co., Wausau, Wis.—Containers for shipping large or small Nursery stock.

Onarga Nursery Co., Onarga, Ill.—General Nursery stock.

Verkade's Nurseries, Wayne, N. J.—Evergreens in 85 varieties.

Wheeling Nursery, Wheeling, Ill.—Washington and Metropolitan Creeping Bent Sod and Stolens in large display.

Verhalen Nursery Co., Scottsville, Tex.—Rose bushes and evergreens.

Johnson & Johnson, New Brunswick, N. J.—Johnson Nursery tape.

Skinner Irrigation Co., Troy, O.—Irrigating appliances.

Shenandoah Nursery Co., Shenandoah, Ia.—General Nursery stock.

Highland Park Nursery, Sterling, Ill.—Evergreens.

Great Western Bag Co., St. Louis, Mo.—Burlap.

A. B. Morse & Co., St. Joseph, Mich.—Catalogues and lists.

B. F. Conigisky, Peoria, Ill.—Colored photos; plate books.

George B. Carpenter & Co., Chicago, Ill.—Cordage.

Charles Klehm, Arlington, Ill.—Peonies, trees, shrubs.

Vaughan's Nurseries, Western Springs, Ill.—Nursery stock and horticultural books.

Schell's Nurseries, Collinsville, Ill.—Altered gravity system for rock gardens, etc.; evergreens.

Chandler Landscape Co., Kansas City, Mo.—Evergreens in large display.

Western Stoneware Co., Monmouth, Ill.—Large display of garden ornaments.

Brooks Sprinkling System, Chicago, Ill.—Lawn and garden sprinklers.

A. M. Leonard & Son, Piqua, O.—Nursery spades and tools and pruning and budding knives. Also Clark's Parafin Wax, Walter E. Clark & Son, Milford, Conn.

Weller Nurseries, Holland, Mich.—Herbaceous perennials, rock plants, general Nursery stock and novelties.

A. T. De La Mare Co., New York—Horticultural books.

Willis Nursery, Ottawa, Kan.—General Nursery stock.

Japanese Beetle May Be In Western New York

Causing Quarantine in Few Years, Say Speakers at New York State Nurserymen's Convention—Secretary Costich of Eastern Association Urges Cooperation

At the annual convention of the New York State Nurserymen's Association in Rochester this month, President R. T. Brown and Secretary E. H. Costich of the Eastern Nurserymen's Association and Director Van Buren of the New York State Bureau of Plant Industry discussed the probability that Western New York will be under quarantine in a few years, by reason of Japanese beetle infestation.

The beetle has extended up the Hudson River as far as Fort Edward, north of Saratoga Springs, and westward through the Catskills. Recognition of beetle infestation is not always made by the authorities. For years the State of Maryland has been infested but that state has had an efficient senator in Washington with the result that only two Maryland counties are quarantined for the beetle. In sections of New York State the authorities have not been over aggressive probably because of being held down by complaints of motorists and others who object to having their sandwiches confiscated if they contain lettuce.

"I believe the Japanese beetle quarantine has gone far enough," said Mr. Costich. It is not stopping the progress of the insect. The beetle's progress is being made at the rate of 40 miles per year. Millions of dollars have been spent in endeavors to control this spread. According to Prof. Herrick of Cornell we had the beetle a number of years before we had a quarantine. The Eastern Nurserymen's Association decided that,

since there are numerous Nursery trade associations in eastern territory looking after trade matters generally, the Eastern Association should endeavor to obtain direct results by concentrating its attention upon quarantine matters. The association employed a good lawyer and with the expenditure of \$15,000 succeeded in having the Asiatic beetle quarantine lifted.

"We believe the Japanese beetle quarantine should likewise be lifted. We had a session last fall with the authorities in Washington. We thought we might get the American Association of Nurserymen a little disturbed over the matter; but it is hard to disturb that organization over an important Nursery trade matter! This is the year in which the Japanese beetle quarantine should be lifted, because of the federal administration's economy program which should affect further quarantine appropriations."

R. T. Brown: "Up to the present time I have had little hope of the doing away with the Japanese beetle quarantine; it may exist for many years to come. The charted map shows rapid spread of the insect. It has extended along Long Island Sound to Rhode Island; it is in Massachusetts and all over Connecticut and is now coming up New York State. The only thing we can do with this and other quarantines is to get regulations which will enable us to do business. The Eastern Association has spent thousands of dollars in combating the Japanese beetle, as well as the Asiatic beetle. I would impress upon the New York State Nurserymen's Association the probability that not many years hence the Japanese beetle will be all over this territory. The great problem now is to get sufficient funds

to do the fighting of burdensome restrictions. There may be 200 Nurserymen within the quarantined area; only about 25 of these are really under quarantine restriction. You can see that it is difficult to get Nurserymen not directly affected to contribute to the fund. Although the beetle has long been in Long Island, not more than two concerns besides Mr. Costich's and mine have given any assistance."

"The Eastern Association," said Secy. Costich, "proposes to enlarge the territory from which it may draw membership, for the purpose of increasing its influence in the national capital. I may add that we did succeed in obtaining an appropriation of \$2000 from the A. A. N., \$1000 of which has been paid. A meeting of the Eastern Association will be held Jan. 20 at Hotel Pennsylvania, New York City, further to consider the subject."

B. D. Van Buren, director N. Y. Bureau Plant Industry, said it was upon the insistence of State Entomologist Britton, Connecticut, that quarantine activity was started by federal authorities, the argument being that the beetle was likely to be a serious pest. Other quarantines have resulted from the insistence of an entomologist or a pathologist. The Eastern Plant Board, said Mr. Van Buren, has favored less vigorous measures in Japanese beetle regulatory work and the New York Commissioner of Agriculture has expressed opinion that benefit of money expended in the matter is not being obtained, since methods employed do not prevent spread of the insect.

It was announced that the name of the Plant Quarantine and Control Administration is to be changed in July.



Danger Threatens from Scale

WARNINGS are being sent out by State Experiment Stations on the menacing increase of scale insects. San Jose, Oyster Shell, European Elm and other scales, which injure shade and ornamental trees and shrubs, have come through the mild winters and long, hot summers of 1930-31 in great numbers and with strong vitality.

Many park trees and much shrubbery which had not been attacked previously are now seriously infested. Other trees and plant life are covered with more scale than ever before. Unless these pests are combated before the buds open, many trees will be irreparably damaged.

DENDROL
Dormant Spray Oil

To control scale insects, experiment stations recommend an oil spray. More and more park officials each year save time and labor and secure better clean up by specifying and using Dendrol Dormant Spray Oil.

Dendrol also controls Scurfy, Cottony Maple, Lecanium, Terapin, Kermes Oak, Golden Oak, and Euonymus scales.

Dendrol is giving dependable protection to trees and shrubbery in New York, Chicago and in numerous other cities and towns. Protect your investment in tree planting likewise. Order your supply of Dendrol from the nearest distributor below.

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AMERICAN NURSERYMAN

American Nursery Trade Bulletin



CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

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Largest District Organization in the Trade
ILLINOIS STATE NURSERYMEN'S ASSOCIATION
Leading State Nursery Trade Organization

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To Foreign Countries (Canada \$3.50)	2.50
Single Copies	.15

ADVERTISING RATES on Application
Forms close on 10th of month, for mid-month issue and on 25th of previous month for first-of-month issue.

ROCHESTER, N. Y., JANUARY 15, 1932

FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1883, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammeled lines.

"The dean of Nursery Trade Journalists."—John Watson.

A Policy Roundly Echoed

"Cultivated Americans, impatient with cheap sensationalism and windy bias, turn increasingly to publications edited in the historical spirit. These publications, fair-dealing, vigorously impartial, devote themselves to the public weal in the sense that they report what they see, serve no masters, fear no groups."—Time Magazine.

Sound Distribution

"Distribution has been much stressed, perhaps correctly, by executives, organizations and business analysts as the present main problem of industry. Nevertheless, I am of the opinion that there can be no sound distribution that is not based on sound production."

"To find and serve a market is to presuppose a capacity to produce economically, wastelessly. Buyers have a way of seeking out the producer who best serves them at the factory."—Charles Ault, Auburn, Me.

The AMERICAN NURSERYMAN is highly indorsed individually and collectively by the American Association of Nurserymen and by more than a score of district and state trade associations in the United States and Canada.

The Mirror of the Trade

Deluge of Dry Goods Store Competition

Declaration to Illinois Nurserymen's Association by Decatur, Ill., Nursery and Floral Association

Directly in line with sentiment rapidly tending to prevail throughout the trade is the following communication sent this month to the association addressed:

Illinois State Nurserymen's Association:

At a recent meeting of the Decatur Nursery and Floral Association an editorial, appearing on page 48 in The Florist's Review of Dec. 10, 1931, was read regarding the placing of flowers in legitimate channels only. We think this editorial should come to the attention of wholesale Nurserymen for discussion.

May we quote a few revised excerpts which we deem could be adopted by wholesale Nurserymen to their mutual advantage?

- (1) That wholesale Nurseries should sell only to legitimate Nurseries, dealers and florists.
- (2) That wholesale prices should not be given schools, park board members, institutions, societies, business houses, other than Nurseries, etc.
- (3) As an unwarranted competitor, discontinue selling stock to dry goods stores for resale purposes.

While it is generally accepted that Nursery business the past few years has been at the lowest level in history, the placing of stock in every possible outside trade channel has only tended to drive business to still lower levels. With department stores heading the list it is now possible for most anyone with a buying urge to secure a wholesale price on the mere mention of business. This to our belief is a severe detriment to our profession.

As it is well known that wholesale Nurseries cannot be supported on the department store business of two or three weeks each year, we retail Nurserymen of Decatur are at a loss to understand why wholesalers continue to lower their professional good will by flooding retail markets with stock and then hopefully expect the support of retailers the remaining months of the year.

Formerly wholesale Nurseries relied on retail Nurserymen and legitimate dealers for their stock outlet and could now do so if they were just a little more thoughtful in giving wholesale prices; and may we say on the assumption of the coming season bringing forth another deluge of unwarranted dry goods store competition, we retailers will be faced with the imperative choice of limiting our purchases from wholesalers.

Some may feel that we have a selfish interest at heart, although others may recall the many thousands of dollars worth of Nursery stock shipped to us in past years.

DECATUR NURS. & FLORAL ASSN.
By R. Replogle, Secy.

Andorra Nurseries, Chestnut Hill, Pa., on the first of this month greeted friends of a long career with an 8½ by 5½ deckle-edge folder, cream-tinted, bearing a strikingly attractive engraving of wake-robin in bloom on a wooded hillside at Andorra House, with the reminder that the plant, pushing up through the dark mould of past years, brings its cheery message of the sure return of a new spring, a reborn confidence and a fresh hope. This message is shared with all by Secretary J. Howes Humphreys.

Herman Arndt, formerly of Cincinnati, has purchased 10 acres on the Fostoria Road near Findlay, O., for a Nursery. Associated with him is E. F. DeCamp.

Ten thousand evergreen trees will be planted in Santa Barbara County, Cal., parks this winter, obtained from the Devil's Canyon Nursery, U. S. Forest Service.

Expect Better Sales—The J. & P. Company's greeting in the new year: "The public hunger for flowers and shrubs will manifest itself all the stronger now, due to having been kept on short rations for two years. Expect better sales. They are coming."

A copy of the Jan. 16 issue of the Saturday Evening Post to which has been pasted a yellow slip bearing in large type direction to the location in the issue of the Nurserymen's Publicity Campaign full page advertisement was sent this month to every Campaign Fund subscriber—more than 800 of them.

Dr. U. P. Hedrick, director New York State Experiment Station, long known throughout the Nursery trade in his work of policing the plant kingdom, has added the duties of police commissioner of Geneva, N. Y. Thomas J. Bolger, Nurseryman, becomes city clerk in the same municipality.

Extravagance—One of the 31 committees cooperating in President Hoover's Home Planning and Home Ownership Conference, dealing with landscaping problems, emphasizes "the extravagance of not planting the home grounds, pointing out that in proportion to the cost the increased value of planted grounds is great."

AMERICAN ASSOCIATION OF NURSERYMEN

Chas. Sizemore, Louisiana, Mo., Secy.

At the winter meeting of the executive committee of the American Association of Nurserymen in Chicago this month plans for the fifty-seventh annual convention of the association in West Baden Springs, Ind. The fine accommodations at the headquarters, the West Baden Springs Hotel, are pretty well known throughout the trade. The hotel has 500 rooms, a remarkable lobby and ample assembly and exhibit space. The regular rate at the hotel is \$7 and upward per day, American plan. The A. A. N. has obtained from Manager Perry McCart a special convention rate for this occasion of \$6.50 single; \$12 double. It is of interest to note that the rate covers the cost of a banquet for the association, for orchestra and other entertainment, including use of golf links, the springs, etc. "Indeed," one member of the committee said, "practically nothing remains to be paid for while at the hotel."

There is the Homestead Hotel, C. H. Frick, manager, at the Springs; 108 rooms; rate \$2.50 European plan, and a cafe attached. West Baden Springs has a population of about 1200.

What About Future of the Publicity Campaign

The Four Year Period of Which Terminates Next December—Can Drop or Modify It or Carry On Again—Outstanding Results For Reflection

In his address at the annual convention of the Illinois Nurserymen's Association in Chicago this month, E. G. Naeckel, Secretary, The L. W. Ramsay Co., Davenport, Ia., in charge of the Nurserymen's Publicity Campaign, said on his subject: "The Future of the Nursery Publicity Campaign":

"In the course of conversation and correspondence we find there are certain questions you want to know about. I am going to condense into three questions the substance of these inquiries:

"I—How are Campaign subscription collections coming in?

"II—What is it proposed to do in Campaign matters this year?

"III—What about the future when the four years' Campaign closes next December?

"In answer to the first of these questions, up to Jan. 1 and including the December pledges we had sent out for collection statements totaling in amount \$563,211. Out of that amount we have collected \$518,485. I think you will agree that such a result is remarkable in view of business conditions. In percentages this means that in the last three and one-half years there has been a shrinkage of but 7.9% on the amount due up to Jan. 1, 1932. That certainly is a very small percentage, as things are going now. We expect to reduce this materially, because 30% of the shrinkage has been due to bank failures over which Nurserymen had no control. In a number of those instances the Nursery concern has advised us of the bank failure and has sent us its promissory note for 30 or 60 days, stating that it desires to go on with the Campaign and expects the bank will carry on again soon. We believe that the shrinkage of 7.9% will be reduced to below 7%.

Collecting Campaign Subscriptions

"Here is how we go about the collections of overdue Campaign subscriptions: It must be realized that death and bankruptcies intervene, stopping collections in some cases. Our plan is to turn over a past-due list to the executive committee of the A. A. N. (as provided in the contract) which passes upon the names and instructs us what to do. In some cases an extension of time for payment is granted in view of results of investigation of the cases. In other cases we get promissory notes for the amount due. In others we turn the accounts over to Secretary Sizemore of A. A. N. for collection; in other cases we bring suit for collection. We have sued and have collected. In the interest of all concerned we use every endeavor to make the collections. I think that the total we have collected is a tribute to the honesty, the integrity and the sportsmanship in the Nursery industry; it shows a disposition on the part of a big percentage of the 890 Nurserymen enrolled to pay one-half of one percent of his volume of business as closely as this can be accomplished.

"Now what are we going to do this spring and this year? We are happy to say that efforts are not lagging one whit. On the contrary, we plan to increase results. It is encouraging to note that efforts also are not lagging in the 14 or 15 other cooperative campaigns of similar character. Mr. Sheets has told you of the wonderful work of his department in the publicity line. I

want to say to you that his department has procured more than one million dollars in publicity—and it has been largely front page publicity in the newspapers of the country. Not only that: His department has induced others to put up \$125,000 in cash prizes in yard and garden contests. He has touched on radio publicity. I wonder if you realize that for the small amount of \$3,000 (wholly inadequate usually to make a dent in national publicity) Mr. Sheets got just that kind of publicity for only that amount, putting on the air four talks, one each week, for four weeks last spring over 250 radio stations throughout the U. S.—big and little stations from New York to California and north and south. Mr. Cary is now preparing five radio talks for the stations this spring; the stations are asking for these. There is no let-up in the sales end, literature, advertising aids, lantern slides, truck signs and other material. All this is available to every Campaign fund subscriber.

Backbone of the Campaign

"The backbone of our Campaign has been the magazines—carrying the Nurserymen's message into millions and millions of homes. We feel that the regular spring activity of the Campaign is being materially strengthened this spring by the Campaign advertisement of a full page in the Saturday Evening Post with its tremendous circulation and covering a 50-50 ratio of appeal to both men and women readers. And here it is in this Jan. 16 issue on a right hand page, already in the hands of people in all the classes of incomes. In recent investigation by the Eastern Kodak Company to ascertain percentage of readers who are home owners, it was found that 47.5% of Saturday Evening Post readers are home owners and that in 98% of owners of homes valued at \$15,000 and upward are readers of the Saturday Evening Post; so we are reaching just the market desired.

"What about the future in regard to Campaign after next December when the four-year term of the present Campaign ends? You should have in mind a few fundamental facts. Three and one-half years ago we met in Denver in convention. Everybody was pretty blue. The people were not garden-conscious then. At that time those having the Campaign in view said: 'There is only one sound way to increase the sale of Nursery stock, and that is by making people want to plant trees and plants to improve their home grounds in the same degree as they care for their personal appearance.'

The Transformation

"People have not always been garden conscious. They were not so three and one-half years ago. You say: 'Yes; that is true; but business is bad now.' Let me ask you: 'What would it have been if there had been no Campaign?' Last July at the Detroit convention of the A. A. N. a chart was presented graphically showing these figures from carefully obtained data: The automobile industry was off 45%; the building industry 67.2%; the retail furniture business 33.7%; the Nursery business 16.7% in dollar volume but about normal in tonnage!

"Are conditions now better or worse than

in July of last year? Careful research in this line has been made. It is found that business this last fall was not any worse than it was last June—if anything, it was a shade better. From your trade papers of last fall I picked up some expressions by Nurserymen. Holm & Olson said: 'Business has been about like that of fall 1930'. Tolleson, Denver, said: 'Business has been pretty good this fall'. Since coming to Chicago this week I talked with one of the oldest and largest Nursery concerns in this territory; its comment was that its Nursery sales in fall of 1931 were 15% ahead of those of fall 1930. A dealer handling a general line said that his sales of Nursery stock had increased 20% while his sales of other merchandise had fallen off materially, in some cases as much as 60%.

"Some of you may say: 'That may all be true enough, but all would have happened so anyway'. Well, such things do not just happen. In the most successful businesses someone is doing the driving. Don't think that, with three and one-half years' Campaign activity, results have not been produced. A Red Cross or a local drive of any kind for funds requires organized effort to put it over—always. You Nurserymen realized that you had to do it, and you have done it.

Did Not Just Happen

"'The Outdoor Living Room' did not happen! It did not just happen, without very special and direct reason, that Macy's in New York City and Marshall Field in Chicago, in putting on big window displays in planting time labeled those displays 'Outdoor Living Room'.

"Some may say: 'Oh, well; the public has now been educated and the planting habit will carry on by itself'. You don't know the fickleness of the American public. You didn't have the public with you three and one-half years ago. And you can lose it just as quickly as you gained it. Wrigley said of his Spearmint Gum advertising: 'My business is like a fast railroad train; advertising is the engine. The train will move independently for a time with a certain momentum when the engine is detached, but it will be bound soon to stop'. And let me ask: 'Where are "Sapolio", "Peruna" and other things now that advertising thereof has stopped?'

What About the Future?

"What about the future of this Campaign? You and you only are going to answer that question. As we see it now, there are three alternatives:

"1—You can drop the matter, treating it as water that has passed over the dam—and carry on as you did in 1928.

"2—You can try to find a modified way to carry on.

"3—You can carry on for another four years in a bigger and better way.

"My only suggestion is that before next September you think the subject over very carefully, intelligently, obtaining thoroughly reliable information, coming to your own conclusion with intelligent thought of all angles.

"Meantime at Campaign headquarters we will complete the present Campaign with flying colors."

Nursery Industry Views the Era of Containers

Which May Successfully Facilitate Coping With Lively Competition in Merchandising of All Manner of Products, Raising the Standard of Store Sales

By Ray P. Speer, Minneapolis, Before Illinois Nurserymen's Association

M ERCHANDISING is a great problem all over the country—a great surplus and comparatively few buyers. Potentialities are tremendous; actualities are as nothing.

Heretofore the problem with Nurserymen has been production. There was a time when the Nurseryman could sell practically whatever he grew. But that has passed; from now on the problem is that of distribution, merchandising, selling—and of changing tendencies in merchandising.

In 1929 we were already under tremendous production. This has been disputed but it is a fact that many say we were overproducing. The Nursery acreage in 1929 was larger than in 1919 and 1909. And now, as result of overproduction and under consumption a critical condition is faced. Some Nursery concerns have fallen. Some big ones are trembling. We should face the condition bravely, sincerely, honestly in order to find a way out.

Is there a solution? Is there a better time ahead for our industry? I think there is. I am going to make an honest analysis of conditions. No matter how we would like to operate our business. The question is what we have to face. I'd like to learn whether in my analysis you think I am wrong, partly right or wholly right.

I am limiting my discussion to the subject of distribution. When a firm gets into trouble financially what suggestion is made by the banker or the business man in conference? It is that the firm has got to put the cards on top of the table; must not alter facts; must give the truth. Otherwise a solution is not practicable. If I seem for a moment to speak sarcastically, I want you to realize things exactly as they are.

We must consider merchandising practice in our own and also in other business lines; even more particularly in other lines, for all are competitive with the Nursery industry. There is too much tendency to con-

sider this Nursery and that Nursery as a competitor and to ignore the keen competition that must be faced by reason of the activities of those in other lines than ours. Every dollar of the consumer is split up by concession to many demands. Upon successful competition in many lines depends the chance of the Nurseryman to obtain a



RAY P. SPEER,
Minneapolis, Minn.

share of it. The largest shares go to the most aggressive industries. If an industry is not studying to hold an even pace at least under these circumstances it is losing its opportunity to cash in on the consumer's dollar. And let me tell you that many industries are making a more acute study than is the Nursery industry. Those industries, mark you, are distinctly your competitors.

One of the oldest methods of Nursery stock merchandising is through landscaping property, one of the most successful. A large percentage of the stock is so sold, one of the finest ways; its value cannot be overemphasized.

A Help for You in Going After New Spring Retail Business



Offer an attractive little illustrated booklet on home beautification. Use it to make friends, bring more orders by using this electro of the book in ads, broadsides or direct mail. Worth 40¢ at retail, but cost to you will be low enough to give them away with each order to bring more orders.

Send for complete details to

STANDARDIZED NURSERY SERVICE
602a Congress Street, Room 402
PORTLAND, MAINE

A few more pictures will be used from the trade, such pictures as you might have and care to submit; all will be paid for or returned.

WIEGAND BRUSS Boskoop, Holland

Rosestocks a Specialty

For fall 1932, Rosa Multiflora, Japonica and Manetti in well rooted, unsurpassed quality at very attractive prices. Early orders are to our mutual interest. Please mail your inquiries today. No agents.

INDISPENSABLE

Our list 3111 is bringing many orders from eastern nurserymen who appreciate the opportunity to get rare ornamentals at reasonable cost. If you haven't it better write for a copy today.

W. B. CLARKE & SON
SAN JOSE, CALIF.

PIN OAK SEEDLINGS

Now is the time to plant Pin Oak, while they are scarce. The financial cloud will pass, so be ready for the bright days.

I also have a surplus in Cortland, Black Twig, Delicious, Jonathan, Willow Twig, Grimes and Willow Twig apple.

Arthur L. Norton, Clarksville, Mo.

7,000,000 EVERGREENS

Lining Out and Rooted Cuttings, Transplants and Specimens up to 10 ft. Rock Garden plants in 200 varieties. Hardy outdoor Ferns in 20 varieties. Our trade list will interest you.

FERNDALE NURSERY
Ludvig Moebæk, Askov Minn.

MUGHO PINE

Our Specialty.

Also a complete line of Evergreens.
Fairview Evergreen Nurseries
Fairview, Erie Co., Pa.

Chinese Elm

JAP. FLOWERING CHERRY
JAP. WEEPING CHERRY
PAUL'S SCARLET THORN
FRUIT TREE SEEDLINGS

C. L. rates to some point near you.
Ask for trade list.

Washington Nurseries
TOPPENISH, WASH.

WANTED

Balsam, Douglas and Concolor Fir, Prostrate and Irish Juniper, Globe and Oriental Arborvitae, Red Cedar and Boxwood in 1,000 lots.

KARLOFF ZINKA
8 W. Ruth St.
Calumet City, Ill.

POSITION WANTED

In office, yard or farm. Twenty years' experience with New York and New England Nurseries. Successful sales record. Can handle retail or wholesale. Address A-117, care American Nurseryman.

New Ideas In Nursery Stock Merchandising

Especially for Small Stock Display and Distribution in Stores—Lithographed Cartons Commanding Main Floor Exhibits—Score of Nursery Concerns Making Ready

An event of much interest to many Nurserymen was the annual convention and exhibit at the Stevens Hotel, Chicago, this month of the National House Wares Section of Department Stores which includes displays of containers for shipment of Nursery stock. For some time Nursery concerns all over the country have been giving the subject of containers for merchandising special attention. This year this interest was manifested in a greater variety of such containers at this exhibit than has been the case heretofore.

Among the exhibitors at the Stevens Hotel in this department were:

Lovett Nursery Co., Little Silver, N. J.
Wedge Nursery Co., Albert Lea, Minn.
Arcadia Nursery (Jackson & Perkins Co.) Newark, N. Y.

markable demonstration of what is being done to lift Nursery stock from dirty bins in store basements to the counters in the front of the first floor where the people cannot escape seeing it. All through containers.

It is the Era of Containers. Here are samples of cartons and rubber cases to be drawn over pots or root balls of potted plants and roots of perennials and evergreens—displays at the House Furnishing Show at the Stevens Hotel this week. Look through your stores and observe the effects of the era of containers. Even cabbages and heads of lettuce are now in cellophane.

At every crossroad in the U. S. there is set up means for selling everything **except Nursery stock**. If Nursery stock should be presented attractively in the stores of the country in a way creditable to the industry

C. E. Wilson, Manchester, Conn.
Onarga Nursery Co., Onarga, Ill.
Killmer's Northern Nursery, St. Paul, Minn.

Howard Lake, Minn., Nursery Co.

A noticeable feature of this year's display of such containers was the new styles. The Lovett Company has a card board container for the earth, with a separate container to drop down over the entire plant. New containers were also shown by Onarga, Howard, Killmer, Jackson & Perkins Co. and Wilson. Close attention paid to patent features and a lively policy of pushing the use of such containers is manifest. It is believed that the department store trade and that of other merchandising mediums for Nursery stock can be greatly stimulated thereby.

and highly satisfactory to the customer, the surplus could be dissipated without objection. It is coming. You cannot put it off. Storekeepers are demanding merchandise in containers. In three to five years all will be sold that way. At least 20 to 25 Nursery concerns are already meeting this demand. The Wedge Nursery's sensational fertilized peat block with embedded lily bulbs was sold in stores in enormous quantities in two years. One prominent Nursery concern sold 50,000 of them through stores just before last Christmas—a popular CONTAINER.

In years to come the Nursery industry will get a larger share of the consumer's dollar and will thereby make it a little tougher road for the automobile industry and others. The Nursery business then will be handed down to sons as a profitable vocation.

The rubber pocket inclosures recently devised for merchandising potted plants, now being put upon the trade market by Ray P. Speer and V. L. Rushfeldt of Minnesota as described in this journal [A. N. December 1, p. 220] are regarded as of particular value for merchandising perennials and small evergreens.

Numerous other Nursery concerns over the country are experimenting with plant containers for special merchandising purposes.

"\$100,000 Rose"—Blooming constantly from June until first frost, developed and propagated by J. W. Kallay, owner of Done-well Nurseries, Painesville, O., has been patented by Mr. Kallay. The Jackson & Perkins Co., Newark, N. Y., has contracted with Mr. Kallay for its propagation and dissemination by the fall of 1932. While offering \$100 to anyone who will name the rose, the Jackson & Perkins Co. has referred to it as "the \$100,000 rose," because the patent is said to be worth that much. It is said that this everblooming hardy climber will cover any fence, or pergola.

Two Significant Facts—Many businesses improved in 1931, a depression year, and many more will improve during 1932, if their executives act courageously, according to Gilbert T. Hodges, president of the Advertising Federation of America, whose bureau of research analysis showed two significant facts common to nearly all the successful companies: first, their general merchandising methods were aggressive; and second, their specific advertising policies were continuous.

FREDONIA GROWN

Grapes, Currants, Gooseberries
Blackberries and Raspberries

A complete stock in all the standard varieties
including the new

Fredonia, Ontario & Portland Grapes

5,000 Extra fine 1 yr. 1 Downing Gby.
5,000 Extra fine 1 yr. 1 Red Jacket Gby.

SEND YOUR WANT LIST FOR QUOTATIONS

FOSTER NURSERY CO. Inc.
FREDONIA, N. Y.

Office and storage one block off Route 20

LARGE SURPLUS

Cutleaf Weeping Birch

50,000 at 6-8 ft., 30 cents; 8-10
ft., 40 cents; 10-12 ft., 55 cents.

BERNARDS NURSERY

ORENCO,

OREGON

SPRING -- 1932

CAR LOTS

APPLE, CHERRY—1 and 2 years

ELM—Sizes up to 3 inch

MAPLE, SOFT—Up to 4 inch

MAPLE, NORWAY—Up to 1 $\frac{1}{4}$ inch

PEONIES—50,000, 3 to 5 eyes

BARBERRY—12/15, 15/18 and 18/24

SPIREA, V. H.—3/4 and 4/5

ARBOR VITAE, GLOBE—12/18, 18/24, 2/2 $\frac{1}{2}$ and 2 $\frac{1}{2}$ /3

ARBOR VITAE, PYRAMIDALIS—3/4 and 4/5

PINE, MUGHO—15/18, 18/24 and 2/2 $\frac{1}{2}$

SPRUCE, NORWAY—Very bushy and compact,
18/24, 2/2 $\frac{1}{2}$, 2 $\frac{1}{2}$ /3, 3/3 $\frac{1}{2}$, 3 $\frac{1}{2}$ /4, 4/4 $\frac{1}{2}$ and 4 $\frac{1}{2}$ /5

A general line of other items in lesser quantities.

C. M. HOBBS & SONS
BRIDGEPORT, INDIANA

Established 1875
LARGEST NURSERY IN INDIANA

Continuation of Mid-Winter Nursery Gatherings

NEW ENGLAND NURSERYMEN'S ASSOCIATION

W. N. Craig, Weymouth, Mass., Secy.

The New England Nurserymen's Association will hold its twenty-first annual meeting at the Hotel Statler, Boston, Mass., January 26-27.

Program follows:

Jan. 26—10 A. M.

Informal social and business gathering. Poster display featuring surplus and want lists.

Afternoon Session

Roll call of members.

President's address—Hugo H. DeWildt.

Reading of records of 1931 meeting.

Annual reports: The Secretary, William N. Craig; the Treasurer, Frederick S. Baker.

Appointment of special committees—Auditing, Nominations, Resolutions.

Committee reports—Executive, Edward W. Breed; Legislative, Hugo H. DeWildt; Vigilance, Charles R. Fish; Publicity, Richard M. Wyman; Transportation, Charles H. Adams; Membership, Paul Bigelow; Educational, Donald D. Wyman.

Discussion—Nursery Stock Prices for 1932—Opened by Donald D. Wyman.

Department Store Competition—Is it a Benefit or a Menace to Nurserymen—Opened by Edward W. Breed.

Would not the Establishment of a Retail Nurserymen's Association be of Great Benefit to Many Members of this Association?—Opened by Hugo H. DeWildt.

The "Question Box."

The Annual Dinner at 6:30 p. m., Jan. 26.

Jan. 27—9.30 A. M.

Reports of Special Committees—Auditing, Nominating, Resolutions.

Election of Officers for 1932.

Unfinished Business.

ADDRESSES

"A Brief Message to Nurserymen," Dr. A. W. Gilbert, Commissioner of Agriculture for Massachusetts.

"The Wayside Trading Post. Attractive or Repulsive? Profitable or Unprofitable?" Harris A. Reynolds, Secy. Mass. Forestry Assn.

"What is the Real Value of Exhibits by Nurserymen at Horticultural Exhibitions?" Discussion opened by Harlan P. Kelsey.

"The National Publicity Campaign and What it is Accomplishing," Paul V. Fortmiller.

"New, Unusual, and Desirable Hardy Plant Material," illustrated by colored slides. William N. Craig.

Afternoon Session

Illustrated Lecture, "Beautiful North American Alpine Plants and Their Cultivation in Rock Gardens," Herbert W. Gleason.

Introduction of New President.

Adjournment.

President E. C. Hilborn, of the A. A. N., will deliver an address at the annual meeting of the Eastern Nurserymen's Association, to be held January 20th in New York City. Hotel Pennsylvania will be headquarters.

The morning session will be devoted to discussion of quarantine matters, by Dr. T. J. Headlee, State Entomologist of New Jersey, and the report of the Quarantine Committee through its chairman, William Flemer, Jr.

E. H. COSTICH, Secy.

OKLAHOMA NURSERYMEN'S ASSOCIATION

Mrs. W. E. Rey, Oklahoma City, Secy.

The Oklahoma State Nurserymen's Association was called to order Jan. 13th at 10:00 a. m. by the President, W. T. Fain. Invocation by Rev. A. L. Aulick, pastor of Trinity Baptist church. Hon. C. J. Blinn, mayor of Oklahoma City, gave the welcome address. Among other things he admitted that the depression was felt as keenly by the Nurserymen as anyone, but encouraged us by saying that after all it is not always the amount of money you make but the service you render.

N. D. Woods of the Woods Nursery gave a very interesting talk on "Landscaping of Large Estates."

R. E. Montgomery, Oklahoma State Nursery Inspector, spoke at length on the disease of phony peach. While we do not have any of it in this state, every precaution is being taken to prevent it.

Prof. Geo. W. Cochran, A. & M. College, Stillwater, Okla., told us what fruit was best adapted to Oklahoma. The state now has 33 acres of experimental orchard and is ready at all times to give any information desired in that line.

J. Frank Sneed, Muskogee, took as his subject "Growing Interest of Orcharding in Oklahoma," to which he surely did justice. His advice is for orchard growers to give personal care and not leave it altogether to the tenant. Leo Conard, Stigler, gave a very interesting paper on "Rose Growing in Oklahoma." They have been having great success in growing roses in their Nursery at Stigler, Okla.

Officers elected were: President, Leo Conard, Stigler; vice-pres., N. D. Woods, Oklahoma City; secy.-treas., Mrs. W. E. Rey, Oklahoma City, re-elected.

The meeting adjourned to meet in Stillwater, Okla., in July.

MRS. W. E. REY, Sec'y.

New Jersey Association will meet in one-day session March 3 at Robert Treat Hotel, Newark, N. J. At the business session in the morning the value and need for Nursery Associations will be given wide discussion. Large delegation of Garden Clubs of New Jersey will attend the afternoon session to discuss availability and uses of better kinds of plant material which will be exhibited.

Properly landscaped homes sell for from 20 to 30 per cent more than unplanted homes, according to a real estate survey.

COMING EVENTS

Jan. 20—Eastern Nurserymen's Association, Hotel Pennsylvania, New York City.

Jan. 20—Virginia Nurserymen's Association, Richmond.

Jan. 26-27—New England Nurserymen's Association, Hotel Statler, Boston.

Jan. 26-28—Missouri Nurserymen's Association, Hotel President, Kansas City.

Jan. 26-28—Western Nurserymen's Association, Hotel President, Kansas City, Mo.

Jan. 28-29—Ohio Nurserymen's Association, Columbus.

Feb. 2—Kentucky Nurserymen's Association, Lafayette Hotel, Lexington.

Feb. 2-3—Pennsylvania Nurserymen's Association, Adelphia Hotel, Philadelphia.

Feb. 18-19—Michigan Association of Nurserymen, Hotel Fort Shelby, Detroit.

March 3—New Jersey Nurserymen's Association, Robert Treat Hotel, Newark, N. J.

OHIO NURSERYMEN'S ASSOCIATION

G. Walter Burwell, Columbus, Secy.

The program for the annual convention of the Ohio Nurserymen's Association to be held in Columbus Jan. 28-29 is presented herewith.

January 28th

Registration.

Address of Welcome—Hon. Henry W. Worley, Mayor.

President's Address—J. H. Burton.

Fertilization of Shade Trees—A. F. DeWerth, Landscape Design and Research Institute, Columbus.

The Ohio Chamber of Commerce—Karl S. Kumler.

Executive Committee Meeting and Luncheon.

Greetings—J. S. Guthrey, Director of Agriculture, Columbus.

Highway Department Appraises Highway Beautification—Harry E. Neal.

Old European Gardens (illustrated)—George Siebenthaler.

3-5 p. m. For the ladies—Reception and Tea at the Governor's Mansion. Miss Mary Louise White, hostess.

7 p. m. Banquet and Dance in Junior Ball Room.

January 29th

Display Grounds—A Phase of Modern Merchandising—Prof. L. C. Chadwick.

The Credit Tangle—J. E. Vaughan, Jr., Cleveland Association of Credit Men.

Nursery Advertising—Col. Wm. M. Mumm.

An Editor Looks at Nurserymen—Alfred C. Hottes, Better Homes and Gardens, Des Moines, Iowa.

Annual Business Meeting: Call to Order; Reading of Minutes; Reading of Communications; Reports of Committees; Unfinished Business; New Business; Election of Officers; Adjournment.

Kentucky Association

Annual meeting of the Kentucky Nurserymen's Association will be held at the La Fayette Hotel, Lexington, February 2nd.

SEEDLINGS

CLEAN COAST GROWN

Carefully graded and packed so they will reach you in first class condition. Apple, French Crab and Domestic Cherry, Mahaleb and Mazzard Pear, French, Bartlett, and Winter Nelis Plum, Myrobalan Maple, Norway

A very complete line of General Nursery Stock. Special attention is invited to the following:

Azaleas, Altaciare, Hinodegiri, & Mellis. Daphne, Cneorum and Odora

Cherry, Japan, Upright and Weeping Crabs and Thorn in variety.

Roses, Portland grown, none better. Birch, Cutleaf Weeping, 1, 2, and 3 year.

Maple, Norway. Whips and Branched Tops.

Our soil and climate with the thorough cultivation given produces a very superior root system on all our stocks. TRY IT AND BE CONVINCED.

Portland Wholesale Nursery Company

East Morrison at 23rd St.
PORTLAND : : : OREGON

NEW YORK NURSERYMEN'S ASSOCIATION
C. J. Maloy, Rochester, N. Y., Secy.

Nineteenth annual convention of the New York State Nurserymen's Association was held Jan. 7 at Hotel Seneca, Rochester, N. Y., under the direction of President C. W. McNair, Dansville, and Secretary C. J. Maloy, Rochester. There was a representative attendance, including E. S. Welch, Mt. Arbor Nurseries, Shenandoah, Ia.; F. A. Wiggins, Washington Nurseries, Inc., Toppenish, Wash.; C. H. Andrews, Faribault, Minn.; H. S. Chard, Storrs & Harrison Co. and Mr. Cole, Cole Nursery Co., Painesville, O. Greeting by telegram was sent by John Watson, E. H. Smith & Sons, Winona, Ontario, Canada.

The association has 54 active and seven associate members as against 71 active and 17 associate members last year. Chairman Paul V. Fortmiller of legislative committee reported that the state conservation commissioner has promised not to extend beyond the initial planting the activities of the state Nursery started in Westchester County to supply trees for highway planting. Chairman Carey of the rabbit committee reported that there are no rabbits; but President McNair declared that the injurious animals are plentiful in the state, he having bagged 25 in one day's shooting this winter. No serious damage has been done by rabbits thus far this winter was the general report.

Upon recommendation by the nominating committee, Messrs. Farber, Costich and Warner, these officers were elected: President, Charles O. Warner, retail manager Rice Brothers Co., Geneva; vice-presidents, Horace Hooker, Rochester; E. H. Costich, Westbury; R. T. Brown, Queens; James A. Kelley and C. W. McNair, Dansville. Secretary-Treasurer, C. J. Maloy, Rochester, was re-elected. Executive committee: Paul V. Fortmiller, Newark; E. Horton Bowden, Geneva; Lee C. Brown, Rochester, and Messrs. Costich and McNair.

One of the prime features of the convention was the report of the retail committee, by Chairman Warner, presented in another column. Prof. J. P. Porter, Ithaca, reported on activities at N. Y. Agl. College of interest to state Nurserymen. An airplane view of the college building was shown. The courses in Nursery practice are under the direction of Prof. Chester J. Hunn.

Golf Course Construction—Prof. Porter said that activity in this subject is growing rapidly and that it may prove to be a profitable side line for some Nursery concerns. It is planned to construct a demonstration turf garden at the university. Some instruction on the subject is being given.

From his department, landscaping, Prof. Porter said, the institution is graduating six students a year; all of whom have been placed in positions, in most cases with existing concerns. The college has acquired a 10 x 70 storage house; it hopes soon to have a packing and shipping building.

The recent Nurserymen's Conference [A. N. Jan. 1, p 8] was characterized by enthusiastic interest on the part of 68 representatives of 36 Nurseries, about evenly divided between New York State and other states. The general subject discussed was the disposition of stock on hand at Nurseries. The aim is to avoid lectures and preaching and to devote the time to discussion, by those in attendance, of vital problems. Expressed opinion was that the dates, first week in December were agreeable; the conference duration, 2½ days, was regarded by 50% of those present as about right, the others preferring a longer period; a little more organization of the conference would tend to fix results for reference; the rhododendron discussion was highly valuable, the nucleus of an American Rhododendron Society resulting, there being evident determination on the part of those present to do more with this branch of the trade.

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LIFELIKE
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Silent Salesmen that GET BIG ORDERS

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All genuine photographs prepared with an artistic beauty such as printer's ink can never reproduce.

WRITE AT ONCE FOR FREE DESCRIPTIVE PRICE LIST AND FURTHER INFORMATION.

Your copy of our new catalog is waiting for you.
WRITE FOR IT TODAY.

Grade Count List

Offering large assortment in 3-grades. If copy fails to reach you promptly send Air-Mail.

Ask for special prices on surplus varieties shown in "Who's Who" circular. Early orders can have St. Louis delivery.

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LABELS FOR NURSERYMEN
THE BENJAMIN CHASE COMPANY
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Japanese Roseflowering and Weeping Cherries, Flowering Crabs
All Sizes

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Small Fruit Plants
Shrubs—Evergreens
And Lining Out Stock
Grown in the Heart of Ohio
Send for Complete Wholesale Price List
W. N. SCARFF'S SONS
NEW CARLISLE, OHIO

The Outdoor Living Room

A Book for Every Home Owner

By L. W. Ramsey and C. H. Lawrence

A Guide for Nurserymen

Large 8vo., pp. 120, Illustrated
Postpaid: \$2.50

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New Philadelphias, Red Leaf Barberry, Kolwitzia, Spirea A. Waterer, Frobelli, Van Houtte, Hyd. Arborescens, Euonymus Seiboldi, and Ibolium Privet, field grown, in all sizes of quality stock.

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Wholesale Nurserymen URBANA, OHIO

"We Ship 'Em Quick"
HARDY SHRUBS, ROSES, PRIVETS, FRUIT TREES, GRAPE VINES and SHADE TREES, CUT LEAF WEEPING BIRCH, A SPECIALTY
CHAMPION NURSERIES
PERRY, OHIO

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**GRAPE VINES
CURRANTS, GOOSEBERRIES**

Specializing in the growing of these items for forty-one years. WE KNOW HOW. Let us quote on your requirements.

The F. E. Schifferli & Son Nurseries
FREDONIA, N. Y.

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Importers and Growers of
Dutch Bulbs, Cannas, Tuberoses, Gladioli, Hardy Lilies, Manetti, Lily of Valley, Spagnum Moss.
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SPECIALTIES—Small Fruit Plants

Grape Vines, Currant, Gooseberry, Red and Black Raspberry suckers and Trans. Strawberry, Rhubarb, Asparagus

L. J. Rambo's Wholesale Nursery
Bridgman, Michigan

Salesman Is the Most Important Nursery Factor

In Conduct of Nursery Business—Always a Place For Energetic Gentleman Who Knows the Business—Northern Concerns Must Depend Upon Such

By Thomas E. Cashman, Owatonna, Minn., Before Northern Retail Nurserymen's Association

I have always maintained that the salesman is the most important individual in the conduct of the Nursery business. I believe there will always be a place for the energetic, helpful, gentlemanly fellow who knows Nursery stock, its habits, growth, the fruit and ornamental value of stock adapted to this northern country; he should not only know Nursery stock, and how to assemble it, but be willing and capable of drawing at least a crude diagram of how the planting should be arranged to fit each situation. He must be sufficiently well informed and intelligent enough to present his case in an honest, straight forward manner. He must render sufficient service by honest advice in the selection, placing, planting, pruning, spraying, and other helps to warrant the customer buying of him. There will always be place for this type of man and the public will always be glad to support this type, providing he is working for a firm that is worthy of him and no other.

Hope No One So Foolish

The northern Nurseryman must depend on that type of man to find a market for his northern grown stock for the simple reason that he cannot compete in price with southern grown stock if he does not. And the northern planter needs the advice and help that the honest salesman should be able to give.

I hope there is no one in the Nursery trade that is foolish enough to believe that he can grow Nursery stock in Minnesota, Wisconsin, North and South Dakota, and northern Iowa, as cheaply as it can be grown in a climate where they have a warmer day, and a longer season, and compete with the southerner in a wholesale way.

No one will deny the fact that as much growth can be secured in one year in the south as can be secured in two years in this northern country, and as the Nurserymen of the southern territory set the wholesale price of Nursery stock for the grower of the north, the only way we can grow

stock and compete with them is to out-general them in management and business ability and those of you who know the ability of those southern gentlemen know that we are not their peers in any way so how can we grow Nursery stock in this northern region and make a living by so

compete with our more favored competitors.

Northern Stock for Northern Planting

It is true we can grow a few things quite as cheaply here in the north as in a milder climate but the list is very small, indeed. But as hardiness of variety, source of seed and scions used and method of propagation are the all important factors, if the customer is to be honestly served we must of necessity grow the stock we sell or buy it from those who do grow it in this territory and grow it properly regardless of cost. Unfortunately, the customer does not know that a Wealthy apple, or any other variety of fruit trees adapted for northern planting if grafted onto roots produced from tender varieties, is not worth planting; they do not know that if our hardiest native plum are budded onto varieties that are not hardy, or such stock as Marabolin which are commonly used, will root-kill and the tree will die during the first root-killing winter.

The public does not know that Flowering Almond, Prunus Triloba, Betchel's Crab, and the other ornamentals propagated on Plum stocks, if not on northern, hardy stocks will not survive this climate. The public does not know that our hardy Lilac if grafted on Privet, and other tender stocks, as is the common practice in the South, is not worth planting in the north, and so on down the line with all grafted stock. The public does not know that trees such as Elm, Soft Maple, Linden, Birch, Cottonwood, and other varieties of windbreak and ornamental deciduous and coniferous trees planted in this climate must be produced from seed of trees native to this region or in territory where the climate is similar to this if it is to be hardy enough to withstand this climate without winter injury.

We must select our seed from natives that have perpetuated their kind over

(Continued on Page 39)



THOMAS E. CASHMAN, Owatonna, Minn.
doing if we do not employ the kind of salesmen I have described who can prove to each individual customer, separately, the superiority of the northern grown goods over the goods grown where hardiness is not a factor, and after we get rid of our present surplus we should leave the wholesale field to our friends of the south until the northern buyer, who does not know any better or does not care, learns his lesson.

If it were a fact that Nursery stock grown in a more congenial climate were suited to our needs in this latitude, then, of course, we would be very foolish to attempt to grow it at such tremendous cost and try to

"I Started as a Nurseryman"



Anthony Mazzetti

Anthony Mazzetti of Tuckahoe, N. Y., writes: "Your lessons were a great help in gaining the position I now hold. I started as a nurseryman but now I am a landscape salesman receiving a far bigger salary. I thank you for the wonderful attention you gave during my course of study, and as a graduate of your school, I recommend it very highly."

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If you own a nursery, it will greatly increase your profits. If you work in a nursery, it will raise your salary. Our home study course will prepare you in less than a year to enter this profitable work. Send coupon for FREE booklet describing the course and opportunities.

AMERICAN LANDSCAPE SCHOOL
71 Plymouth Bldg. Des Moines, Ia.
Please send me a Free Booklet mentioned above.

Name _____
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"BONKOOP"—BEST QUALITY
DUTCH BURLAP SQUARES
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OUR PITS COMPARE FAVORABLY
WITH THE BEST
HOGANSVILLE NURSERIES
Hogansville, Georgia

Special Plate Book
80 COLORED PAGES
Special Sample Price \$1.50
PROCESS COLOR PRINTING CO.
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Rhododendrons, Kalmias and Azaleas

We can supply both collected and nursery-grown plants of the above in any quantities and sizes.

Orders booked now for fall and spring shipments.

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Price list upon application

Address all communications to:
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SEEDS

HERBST BROTHERS, Inc.
Agents for T. SAKATA & CO.
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Complete line of
Trees Shrubs Plants
Prices right.
JOBBERS' TRADE SOLICITED
T. W. RICE, Geneva, N. Y.
Wholesale and Retail Nurseryman

Employers Responsible for Salesmen's Character

**Would Be More Worthy Representatives If Shady Methods Were Not Condoned—
Majority of Nursery Stock Is Sold Through Personal Solicitation**

By Thomas E. Cashman, Owatonna, Minn., Before Northern Retail Association

thousands of years, not from trees that have been shipped in. That famous scientist, Luther Burbank, is reported to have stated before his death that it takes ten thousand years for a variety to change its hardiness sufficient to become entirely acclimated to new latitudes. The average buyer does not know this and there is no one to tell him except the salesman. He gets the order if he is convincing enough and holds his trade if he tells the truth and renders efficient service providing the concern he is working for delivers stock of northern origin, well grown, true to name and in good condition.

It is not necessary for me to say to the Nurserymen, who have had any experience, that there would be but little Nursery stock planted if it were not for the personal solicitation of the Nursery salesman. It is true that the well-to-do in large cities usually calls upon some landscape architect to design his place, and a considerable outlet for stock is found in a very satisfactory manner, through this source.

Catalogues Sell Some Stock

Nursery catalogs sent to the home stimulate some planting, providing the customer is interested in those things but even they do not create a desire to plant, to any great extent, and even though they do create an interest for the time being, the placing of the order is often delayed and usually the season goes by without placing an order with them.

People may be attracted by the beauty of trees as they are passing a Nursery or a roadside show grounds, and buy a few trees or shrubs but I will venture to say that fully 75% of the Nursery stock purchased would never be bought if it were not for the work of the persistent Nursery salesman who calls on the customer, proves to him by persuasion the necessity of having those commodities, and, while he is in the mood, gets his name on the dotted line. In fifty per cent of the cases the customer will be sorry the following day that he bought but he has signed a contract and he must go through with it. The planting is done, the home is beautified, or provision has been made for future fruit for the family which would not be done if the customer were left to himself. Even the catalog house would have but little business if it were not for the work of the salesman who creates an interest but who has not been able to secure the order because of the shopping tendencies of a great many people.

The Kind of Salesman

Some will say that they cannot afford to buy of a salesman. Well, that depends on just how much service the salesman is able and willing to render. If the salesman knows his business, is willing to help the customer, the additional charge that must be exacted to pay the salesman for his work is money well spent for the average person does not know anything about Nursery stock, what they should plant, where and how to plant it, how to trim, prune, spray, and otherwise protect their stock. The salesman's advice as to how and where to plant and how the stock should be cared for in order to get it started is worth the extra charge to the customer.

Thirty-nine years ago I was a Nursery

salesman. A good many customers told me at that time that there was no place for me because the catalog houses were selling so much cheaper than I was; I believe the catalog houses were stronger at that time than they are today. There have been several periods since that time when a great many Nurserymen have thrown up their hands and said: "The salesman is a thing of the past; we must deal direct with our customers." But I believe that all concerns growing Nursery stock, to any extent, in this northern country, if they expect to do a profitable business, must employ intelligent, painstaking Nursery salesmen who can secure orders and aid the customer in the selection and placing of the goods. You may ask, "Where are we going to get these

salesmen, and how are we going to keep them going right?" That is a matter of education, and our job is to educate the salesman, at least in the rudiments of the business, before we turn him loose. Men big enough for the job want to serve honestly and there would be far more capable, worthy men engaged in the work if we Nurserymen had not condoned and put up with shady methods of securing orders. We must select men who have not been spoiled by improper education as it is hard to teach an old dog new tricks. We must have men who are alert, big enough for the job—that class of men, if properly directed with the aid of proper literature, can be developed into worthy, capable, and efficient representatives in a short time.

Convention Northern Retail Nurserymen's Association

At the annual convention of the Northern Retail Nurserymen's Association, at the Nicollet Hotel, Minneapolis, Jan. 5-7 out-



Bj. LOSS, Lake City, Minn.

standing addresses were those of Thomas Cashman, Owatonna, Minn., on "Salesmen-

PERFECTION MARKERS
Plant Stakes
Nursery Markers
Row Markers
Plot Markers
Plant Labels

All made of galvanized steel. Last for years. Readily changed to make different markings. Card in glass covered. Let us help you mark your stock with certainty and economy.

NO WOOD STAKES TO PREPARE

NO PAINT TO PEEL
Use Perfection Markers and be absolutely certain!
A trial will prove their worth.
Write for descriptive literature and remarkably low prices.

S-W SUPPLY CO. Nursery-Plot-Row-Markers
Girard, Kansas
Card 2 1/2x4 1/2 inches

AMERICAN NURSERYMAN, Chief Exponent, twice a month \$2.00 per year; Two years, \$3.00; Three years \$4.00. Canada, \$3.50; abroad, \$2.50.

PORTLAND ROSES
(FIELD GROWN-HARDY)

40 ACRES of the famous PORTLAND ROSES of many varieties and colors all field grown and hardy.

BROADLEAF EVERGREENS CONIFERS

Also TREES, SHRUBS, and planting material for Landscaping.

Price List on Request

For Roses that will grow, we ship to all parts of the world

MOUNTAIN VIEW FLORAL NURSERIES, INC.

SALE OFFICE 341 E. 72nd St. PORTLAND, OREGON
ROUTE 2 TROYVILLE, OREGON

Mountain View Floral Nurseries, Inc.

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Please send me your new list of "Portland Roses."

Name

Address

City State

Boxwood

Nursery Trade Bulletin

Storrs & Harrison Company's retail catalogue, Spring 1932, crowds 136 pages with such an array of stock as seems to list everything a Nursery outside of the tropical zones ought to have. The four cover pages are in color, as are also several inserts.

City Council of Scranton, Pa., last month trimmed the city budget for 1932, among other items being reduction of shade tree fund by \$2000, eliminating the spring spraying and saving \$1000 in operation of the Glenburn tree Nursery.

Annual Guest Day last month at the **Edward Rust Nursery**, Pasadena, Cal., was characterized by display of poinsettia blooms 15 inches in diameter, "pink and yellow as well as red," music by an orchestra and a demonstration of pottery glazing.

First of surplus lists to reach our desk in the new year is that of the **Huntsville Wholesale Nurseries**, Huntsville, Ala., which has exact counts of the fruit and ornamental stock in warehouse and coniferous and broad-leaf evergreens still in the field; and the announcement that, as usual, combination carloads of stock will be made up for distribution at principal centers, as St. Louis, Chicago, Rochester and Philadelphia.

Fire destroyed a building at Leissler's Nursery near Leeway, Va. Loss \$3500.

E. H. BALCO



E. H. Balco, Lawrence, Kan., is now associated with the Inter-State Nurseries, Hamburg, Ia. He will broadcast sales and promotion work over Station KFBI, at Melford, Kan.

Lining Out Stock

One of the most complete lists published of EVERGREEN and DECIDUOUS TREES and SHRUBS. SEEDLINGS, CUTTINGS, GRAFTS and TRANSPLANTED STOCK. Write for copy.

Kelsey Nursery Service
50 Church St., New York
Established 1878
Member A. A. N.

BARGAINS HERE

C. R. BURR & COMPANY, INC.
Manchester, Conn.
A COMPLETE ASSORTED LINE
FOR THE COMING SEASONS

Thirty-one members and 30 trade guests attended the meeting of the Long Island Nurserymen's Association Jan. 4 at the State Institute of Applied Agriculture, Farmingdale, N. Y. Twenty institute students specializing in ornamental horticulture were present. Director H. B. Knapp, of the institute, extended its facilities to the Nurserymen. C. C. Combs, landscape architect of the Long Island State Park Commission addressed the meeting, soliciting the interest of Nurserymen in the work of conservation and beautification.

These committees were appointed: Exchange plan, Bulk and Vissen, parks and playgrounds, Sommis, Bulk and Stone; publicity, Koster, Fiel, Flatow and Seymour; reception, Shener and Van Bourgondien. The association will meet at the institute Feb. 1.

Balm in Gilead—Restful indeed is the announcement displayed in this issue by F. & F. Nurseries, taking the reader back as it does to the manufacture of mummy cases in Egypt and reminding that evergreens and deciduous trees are thriving in these Nurseries even as have for centuries the cedars of Lebanon in the Atlas Mountains.

A remarkably effective arrangement for displaying colored plates of roses, in the form of a transparency, characterized the exhibit at the Chicago convention this month by B. F. Conigisky, Peoria, Ill. The effect was strikingly like that of brilliant sunlight full upon fresh rose blooms. It attracted much attention.

Bankruptcy Proceedings

Creditors of Augustine & Co., Normal, Ill., have been meeting in the matter of adjusting the voluntary bankruptcy of the company filed Dec. 22; George K. Foster, Bloomington, Ill., referee. Liabilities were listed as \$29,815.82, and assets \$6,813.77. Of the liabilities \$512.17 is in labor priorities and there is a tax priority of an undetermined amount. Of the assets, \$5,513.77 is in accounts receivable, as shown on the company ledger; \$500, real estate; \$500, stock; \$100, fixtures, and \$200 equipment.

The Nursery was established in 1867, and was one of the first in Normal, which later became an important Nursery center. A. M. Augustine, long prominent in the trade, has operated the business for years.



CATALOGS

Are you satisfied with your present catalog? We are producers of some of the most successful catalogs in the country. Write and get our ideas before placing your order for your next catalog. Glad to send you samples without obligation.

The L. W. Ramsey Company
Advertising for Nurserymen
430 Union Bank Bldg. Davenport, Iowa

Princeton Nurseries
of PRINCETON, N. J.
SUPERIOR
Hardy Ornamentals

On A. A. N. Executive Committee

At the meeting of the executive committee of the American Association of Nurserymen in Chicago this month it was announced that former President A. M. Augustine, Normal, Ill., had resigned his membership in the committee because of pressure of business demands, and that Miles W. Bryant, Princeton, Ill., had been selected to take his place.

Mr. Bryant is the well-known secretary of the Illinois Nurserymen's Association. He has long been an active member of the American Association and has qualifications eminently fitting him for A. A. N. executive committee membership.



MILES W. BRYANT, Princeton, Ill.

The new member is of the fourth generation of Bryants maintaining continuous management of Bryant's Nurseries, Princeton, Ill., the business having been founded in 1845 and for decades conducted under the firm name of Arthur Bryant & Son representing the grandfather and father respectively of Miles W. Bryant. The new committee member was for two years president of the Illinois Nurserymen's Association.

Twin Cities Nurserymen's Association, meeting in Minneapolis last month elected: President H. J. Reil; vice-pres., W. March; secy.-treas., J. Juhl.

A receivership for the Jerome B. Rice Seed Company, of Cambridge, N. Y., has been ordered by Federal Judge Frank Cooper.

THE WESTMINSTER NURSERY Westminster, Md.

Offers in carlots or less—

CALIFORNIA PRIVET, 1 and 2 yr. in grades LOMBARDY POPLARS & ORIENTAL PLANES SHRUBBERY, 1½ to 6 feet.

Upwards of 750 varieties of PERENNIALS, excellent assortment. EVERGREENS, good assortment, large supply of Thuja Pyramids. also lining out stock from 1 and 2 year transplants in beds and field, also 2½ inch pots.

Attractive prices will be quoted. Send us your want list.

SACRIFICE PRICES

	New Prices on American Elm Trees	Per 100
6-8 feet.....	\$20.00	1½-1¼ inch... \$90.00
8-10 feet.....	35.00	1½-2 inch.... 135.00
1¼-1½ inch..	60.00	2-2½ inch.... 175.00
PFUND-BELL "ELMHURST NURSERIES"		
Lake Street, Elmhurst, Illinois		
200 Acres of Choice Nursery Products		

The Mirror of the Trade

Will protect your interests in a medium used regularly by competitors and you need give the matter no further thought knowing that your sign is displayed day and night from coast to coast as Nurserymen repeatedly turn these pages in reference.

\$3.80 per column-wide inch per month (TWO INSERTIONS) under yearly term.

AMERICAN FRUITS PUBLISHING CO., P. O. Box 124, Rochester, N. Y.

Obituary**Robert George**

Robert George, well known retired Nurseryman, for many years general manager of The Storrs and Harrison Company, passed away Jan. 8 at his residence in Painesville, O. He was born in England, Jan. 14, 1849, coming to America with his

**ROBERT GEORGE**

parents at the age of seven years. His boyhood days were spent in Geneva, N. Y., where he gained his first Nursery experience. He retired from active business in 1926 closing 60 years of association with the firm he helped to build.

After his retirement from the Nursery business he served as president of the Painesville National Bank. He was long a member of the Methodist Episcopal Church and was active in enterprises for the public welfare. He is survived by two daughters, Miss Frances George and Mrs. W. Albert Davis, and a son, E. B. George, all of Painesville, O.

Nursery Stock Imports—In the fiscal year of 1930-31 there were imported into the U. S. rose stocks to the amount of 13,172,482, from these countries: Netherlands, 9,719,624; England, 2,022,650; France, 1,250,950; Germany, 98,758. France exported to this country 4,193,500 mahaleb cherry stocks, 13,500 nut stocks and 567,000 plum stocks. Tree seeds to amount of 82,730 pounds were imported, seeds of ornamentals amounting to 32,141 pounds; cherry seeds 9,031; apple seeds 8,133 pounds. New York state absorbed imported stocks, cuttings and scions to amount of 5,692,504; Ohio, 2,028,887; Illinois, 1,869,700.

Saving May Become Loss

(Continued from Page 28)

buying of some other grower, who is what we might call a legitimate Nurseryman and by that I mean a man, whose principal business is the growing of Nursery stock instead of its being but a side line.

Cause of Low Values—This practice, while it may seemingly show a profit to the one buying this stock, results in more competition the following year, and this other grower, who has stock left on his hands may find it necessary to meet this lower price, thus another low standard of values is established.

If, however, we are to have fair prices maintained that show a profit, it will require the cooperation of both the distributor as well as the grower. But if the distributor makes the practice of placing his order with the one quoting the lowest price, whether he is a legitimate Nurseryman or not, the wholesaler in some cases is compelled to meet that competition. If we can get a spirit of cooperation, this situation can be remedied to a partial extent.

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Nottingham, England

Efforts Made To Stop Unethical Practices

Policy of the Illinois Nurserymen's Association Corresponds With That of the "American Nurseryman" Which Believes Indorsement of a Code Means Something

By President R. C. Becker, Before Illinois Association Convention, Chicago, Jan. 13, 1932

We have with us several special committees or groups from various parts of the country who are trying to work out some definite plans, whereby we can eliminate some of the serious problems which are confronting the Nurserymen today. We welcome these men and wish them success.

Your officers have not left unnoticed, price cutting and other unethical practices of Nurserymen and have made every effort to stop such practices. These undermining methods are not being practiced in Illinois alone but all over the country. So with this in mind we have prepared a program which will deal with these subjects and which we hope will show the way to some common ground on which we can stand and work together.

The unstable condition of the Nursery industry is not entirely caused by the general condition of the country but by the fact that we do not seem to realize that by cutting prices we are destroying a profitable market. Property landscaped and planted is off the market as far as selling Nursery stock is concerned. You plant a tree once and it's there for generations. Cutting the price 50% does not sell twice the amount of stock but too often cuts the profit 100%.

Pres. Klehm in his address a year ago called your attention to the possibilities of Road Side Sales. The possibilities are still here but unless we are able to stop the selling of stock to hucksters and unreliable persons at a price so low that it can be retailed below the prevailing wholesale price, the highways will become the dumping ground and take its place with the golf courses, parks, cemeteries and other institutions which were once profitable business.

The solution is in the organizing and the wholehearted cooperation of the Nursery industry. I believe the seriousness of the selling of Nursery stock by the irresponsible bootlegger and the selling of uninspected stock, is evident and the time for warning these and other violators of our Nursery inspection laws is past. A few convictions

will do more good than years of warning. To get convictions, we must work with the Department of Plant Industry by reporting violations and be willing to testify in court. It is clearly up to the Nursery association to urge this action.

The present law regulating Nurseries and Nursery stock needs revising for our protection as well as the general public. A special committee was appointed. This committee, with the assistance of Phil Haner of the Dept. of Agriculture, rewrote the old law and included many new and important features. It provided for the fair treatment of both buyer and seller of Nursery stock, as well as men engaged in the industry. The general public were protected to the extent of having a reliable source of supply of trees and plants, properly inspected and grown under proper conditions, competent men to consult with and to do their work when needed.

In passing this law we felt the Nurserymen would gain the confidence of the public, would have better protection through the inspection and classification of their stock, as well as the proper care and protection of the stock in marketing, which would enable fairer competition.

This bill was presented to the State Legislature, passed the Senate without a dissenting vote, but failed to pass the House, lacking but three votes. We feel that this was no fault of the committee or bill but due to the political situation at Springfield at that time. Considering the importance of this matter, I strongly recommended the reappointment of this committee to insure the success of the proper presenting and guiding of this bill through the next Legislature.

The arboretum situation remains unchanged as it was considered unadvisable to push the issue during the past year. Mr. Augustine told us at last year's convention of the advantages of an arboretum and the benefit it would be to the Horticultural people of Illinois and particularly to the Nurserymen. He again urges us to pass another resolution urging the University and other organizations of Illinois to push the matter to a solution. Probably a good strong committee on arboretum would be a good move.

A small appropriation was made by the association for the purchase, planting and

care of elm seedlings to be used in the experimental work at Urbana, elm wilt being given special attention at this time. Mr. Tehon of the Division of Natural History has charge of this work and he will talk on this subject. More work has been done on the insect pests affecting Nursery stock than on diseases affecting them. There is room for a great deal of work along this line. We should continue to support this work, not only in supplying stock but support needed legislation.

This is the George Washington Bicentennial year. All over the country appropriate celebration will be held to commemorate the birth of George Washington. There are many plans and programs being prepared by committees, schools, clubs, institutions and various organizations. The plan most interesting to the Nurserymen is the planting of memorial trees, along the highways, public grounds, and private yards. No doubt millions of trees will be planted. The celebration begins February 22nd and continues until Thanksgiving Day, two full planting seasons. It gives us a wonderful opportunity to cooperate in a patriotic as well as a profitable way. It is planned to give to any family, club, school or group who will plant a tree, with an appropriate program signifying the event, an engraved certificate stating the purpose of the event.

The Governor of each state, in cooperation with the Federal Government, has appointed a commission to initiate and supervise appropriate celebrations. I recommend that the Illinois Association of Nurserymen appoint a committee of three to cooperate with the Governor's Commission, and I sincerely hope the opportunity will not be overlooked.

This summer the American Association of Nurserymen will decide where it will hold its 1933 convention. We should again extend an invitation to them to meet in Chicago.

We have had splendid cooperation with the State Departments. The service of the Division of Plant Industry has been A-1. We thank them.

I want to thank the officers and members who are responsible for the success of this association, and particularly Mr. Haner and the members of the special committee who gave so much time to the plant bill, and Secretary Miles Bryant on whose shoulders the real work falls.

John B. Watkins, J. B. Watkins & Bro., Elmwood Nurseries, Midlothian, Va., died recently, aged 76.

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